
Rachel Gibbons

UX Strategist

570-878-9544

rachelegibbons@gmail.com

rachel-gibbons.com

Areas of Expertise

A/B Testing

Accessibility

Analytics

Card Sorting

Competitive Benchmarking

Content Audits

Design Systems

Discovery Workshops

Empathy Mapping

Heatmapping

Human Centered Design

Information Architecture

Personas

Surveys

Task Flows

UI Design

User Flows + Journeys

User Interviews

Wireframing + Prototyping

Tools

Adobe CC

Figma

Flowmapp

Git + GitHub

Google Analytics

Hotjar

HTML, CSS, JavaScript,

InVision + InVision DSM

Jira

Keynote

Miro

Sketch

Zeplin

Profile

UX strategist with 8+ years experience creating thoughtful, highly usable, human-centered experiences to enhance relationships, streamline the exchange of information, and build trust across industries including technology, finance, energy, and Ecommerce. Highly skilled at pulling out and synthesizing insights to create actionable strategies and develop and implement best-in-class solutions.

Experience

Freelance UX Strategist, 01/20-Present. I partner with various companies including:

- **Instrument (Portland, OR)** Defined overarching strategy for careers.twitter.com (launching soon) through conducting user interviews, competitive research, analytics, and stakeholder interviews. Developed IA, testing approaches, and wireframes.
- **Monumental (Portland, OR)** Conducted UX audits for eCommerce clients and synthesized user insights to inform strategy, wireframes, and UI solutions.
- **R West (Portland, OR)** Defined IA and content strategy grounded in user research, that included customer feedback and surveys, for a national banking client. Developed user flows, personas, and wireframes using Flowmapp & Figma.

UX Designer, Daylight Studio, Portland OR, 07/19-01/20

Facilitated client discovery workshops and lead client pitches. Defined user stories and flows, and conducted user research using Hotjar, Google Analytics, and Slickplan. Developed wireframes, prototypes, and design systems using Sketch and InVision.

Associate Design Director, PMG, Vancouver WA, 11/18-07/19

Lead and managed design team, overseeing all deliverables. Strategically hired to support new business capabilities, including UX & UI and implemented scrum and agile methodologies, increasing company-wide efficiency.

Senior Designer, Metal Toad, Portland OR, 02/16-07/18

Established IA and design systems for websites and enterprise applications. Paired closely with engineers using Agile methods, including sprint planning, daily standups, and retros. Designed and implemented Metal Toad's first design internship program.

Designer, CLEAResult, Portland OR, 06/13-02/16

Designed and prototyped Portland General Electric rewards dashboard. Designed B2B & B2C demand gen and ABM campaigns utilizing A/B testing for continuous improvement.

Education

Human Interaction Design Foundation, UX Design, 2017

Epicodus, Frontend Development, 2016

Moore College of Art & Design, BFA Graphic Design, 2011
